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NEW JERSEY LOTTERY NAMES ITS FIRST LOTTERY HOSTESS IN 3 YEARS

Erica Young Follows Her Late Mother's Legacy as Host of Live Drawings

TRENTON (June 30, 2014) – The New Jersey Lottery appoints Erica Young as the first Lottery Hostess in 3 years, following in the footsteps of her late mother, Hela Young. Hela was the beloved personality conducting the nightly drawings and representing the Lottery at public events across the state for more than 20 years. After her passing the Lottery was left with a huge void. Now, in a strange twist of fate, Erica Young has stepped up to follow in her mother's footsteps as the new Lottery Hostess.

Carole Hedinger, New Jersey Lottery Executive Director says, "We are thrilled to have Erica as our Lottery Hostess. I remember her as a little girl and the way Hela beamed with pride when she talked about her. Erica is like family to us and we welcome her to the role so well represented by her mother for so many years."

Erica will be presenting a new face for the New Jersey Lottery, engaging with the diverse and passionate group of players and fans. Erica will be seen on television nightly hosting the Pick 3, Pick 4, Jersey Cash 5, Pick 6 Lotto, and Cash4Life drawings from Monday through Friday. She will also appear at various events throughout the state, including the New Jersey Festival of Ballooning, State Fair, Trenton Thunder, Somerset Patriots and Red Bulls sporting events.

According to Erica, "After seeing the impact my mother had on Lottery players, creating a personal connection with people across the state, I can think of no better or more fulfilling career opportunity for myself, than following directly in my mother's footsteps at the New Jersey Lottery."

Erica is a Magna Cum Laude graduate of the Media and Communications School of Temple University, with a major in Media Studies and Production.

The television debut for Erica will coincide with the live drawings being televised on WPIX (channel 11) in the New York Metro and WPHL (channel 17) in the Philly Metro starting July 1st.

ABOUT THE LOTTERY

Since its inception in 1970, the New Jersey Lottery (NJLottery.com) has contributed more than \$22 billion to the State in support of education and institutions. In fiscal year 2013 the Lottery's contribution was more than \$1 billion. Among its beneficiaries are: veterans homes, community and other colleges and universities, school nutrition programs, homes for the developmentally disabled, psychiatric hospitals, higher education scholarship programs and the Marie Katzenbach School for the Deaf.

The lottery also plays a key role in supporting small businesses throughout the state with approximately 6,800 Lottery retailers. In fiscal year 2013, the Lottery retailers earned more than \$157 million in commissions supporting convenience stores and other establishments throughout the state. Every day, the Lottery helps to make winners by: providing entertainment and winning jackpots for lottery players; supporting the business community that serves as Lottery retailers and generating financial support for vital programs and organizations in our State.

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